

## DUAL TRAIN DEVELOPMENT

Dual train operation calls for trips and ticket sales to be scheduled out of Heber City and Bridal Veil Falls. Most of the problems encountered in this method of operation are directly related to the improvement of canyon terminal facilities. The following is a list of considerations to improve service and facilities with respect to the canyon terminal and for negotiations of a working agreement with Bridal Veil Falls.

<u>Responsibility</u>	<u>Item</u>
BV	a. Parking at Bridal Veil Falls
BV	b. Expanded Food service at Falls
BV	c. Better restrooms at Falls
BV	d. Availability of facilities for large charters and parties
BV	e. Ticket sales area at Falls
BV & HC	f. Joint advertising program
HC	g. Additional toilet facilities on the canyon train
HC	h. Heber Creeper could provide area for sales of tickets to Falls
HC	i. Improved area or method of loading or unloading at both Falls and Dam terminals.
HC	j. Water and fuel storage facilities needed with renovated tank cars at either Falls or Dam
HC	k. Restoration of new motive power namely the #4 (Shay) or #2 (2-6-2) to handle canyon run
HC	l. With success of the program, additional rolling stock such as open air cars
HC	m. Additional maintenance equipment would also possibly have to be obtained to meet new demands on track and roadbed

With this expanded type of service, Bridal Veil Falls will have the advantage of complete food concession market on the lower end since there will be no food sold on the canyon train. In terms of total program development, the dual train service offers many types of charters for both large and small groups. Bridal Veil Falls would have the opportunity to participate directly with these charters originating on their end. With adoption of the dual train service, it allows slightly longer layover periods at the canyon terminal. And too, with several runs per day, train passengers will have a better opportunity to take the aerial tram or eat while they browse about Bridal Veil Falls waiting for the next train.

Dual train scheduling presents both a time of departure to fit any schedule and prices to fit any pocket book. Runs would be scheduled as follows:

Time	Ref. #	Engine #35, #618, #2	LV Heber	AR Dam	LV Dam	AR Heber
AM	4	Heber Creeper	9:00	9:40	10:00	10:45
AM	1	Heber Creeper	11:15	12:00	12:15	1:00
PM	2	Heber Creeper	1:45	2:30	2:45	3:30
PM	3	Heber Creeper	4:05	4:50	5:05	5:50

Time	Ref. #	Engine #4, #2	LV Falls	AR Dam	LV Dam	AR Falls
AM	4	Mountaineer	9:00	9:45	10:05	10:55
AM	1	Mountaineer	11:20	12:05	12:20	1:10
PM	2	Mountaineer	1:40	2:25	2:40	3:30
PM	3	Mountaineer	4:00	4:45	5:00	5:50
PM	4	Mountaineer (optional evening)	6:30	7:15	7:30	8:20

The runs are added relative to the reference numbers. In other words, the first runs to start show trains leaving Heber City at 11:15 a.m. and the Falls at 11:20 a.m. The runs would be added with the afternoon departures # 2 and # 3 respectively. A fourth run of the day would be added in the early morning as the traffic justified. Yet it should be pointed out that the evening run could possibly be operated sooner out of the Falls than out of Heber since there is generally a large crowd visiting the Falls on summer evenings.

Sales projections between 25 and 50 per cent per total train capacity indicate that the dual train concept is sound. For the purpose of projecting just what this type of double train concept could develop in the way of gross sales potential, we have taken the following procedure for illustrative purposes only:

- a. Assume a Heber Creeper train capacity as 352 (Combine 30, three Red cars at 74 each, two open air cars at 50 each = 352)
- b. Assume a Mountaineer Train capacity as 200 (four open air cars at 50 each)

		<u>Run #1</u>			
	<u>176 People</u>	<u>Rate</u>	<u>Total Fares</u>	<u>Total for runs</u>	<u>Total for day</u>
Short	70% Adult	63 @ \$3.50	\$220.50	\$264.25	
Round trip	30% Child	25 @ \$1.25	43.75		
2 runs per day					
Long	70% Adult	63 @ \$4.75	\$299.25	\$358.00	
Round trip	30% Child	25 @ \$2.35	58.75		
2 runs per day					\$622.25
		<u>Run # 2</u>			
	<u>88 People</u>	<u>Rate</u>			
Short	70% Adult	63 @ \$3.50	\$220.50	\$264.25	
Round Trip	30% Child	25 @ \$1.25	43.75		
1 run per day					\$264.25
				Subtotal	<u>\$886.50</u>

<u>Run #1</u>					
	<u>100 People</u>	<u>Rate</u>	<u>Total Fares</u>	<u>Total for runs</u>	<u>Total for day</u>
Short	70% Adult	35 @ \$2.75	\$ 96.25	\$116.50	
Round Trip	30% Child	15 @ \$1.35	20.25		
2 runs per day					
Long	70 % Adult	35 @ \$4.75	\$166.45	\$201.70	
Round trip	30% Child	15 @ \$2.35	35.25		
2 runs per day					\$318.20
<u>Run # 2</u>					
	<u>50 People</u>	<u>Rate</u>			
Short	70% Adult	35 @ \$2.75	\$ 96.25	\$116.50	
Round trip	30% Child	15 @ \$1.35	20.25		
1 run per day					\$116.50
				Subtotal	\$434.70

Two run day total \$1,321.20

Conservative Potentials

Type of Schedule Each End	Bridal Veil Falls Revenue	Heber Creeper Revenue	Combined Daily Revenue (K)	Total Daily Revenue
1 run per day (short trips only)	\$116.50	\$264.25	\$380.75	
Combination (Short & long round trip)	\$318.20	\$622.25	\$940.45	
2 run day	\$434.70	\$886.50		\$1,321.20
3 run day	\$318.20	\$622.25	\$1,321.20	\$2,261.65
4 run day	\$318.20	\$622.25	\$2,261.65	\$3,202.10
5 run day	\$318.20	\$622.25	\$3,202.10	\$4,142.55

Monthly Revenue 1973

Month	Days	Runs	Day Rate	Subtotal	Total
May	11	2	\$1,321.20	\$14,533.20	\$14,533.20
June	17	2	\$1,321.20	\$22,460.40	\$42,815.25
	9	3	\$2,261.65	\$20,354.85	
July	11	4	\$3,202.10	\$35,223.10	\$71,409.50
	16	3	\$2,261.65	\$36,186.40	
August	27	4	\$3,202.10	\$86,456.70	\$86,456.70
September	3	5	\$4,142.55	\$12,427.65	\$38,044.45
	8	4	\$3,202.10	\$25,616.80	
October	2	3	\$2,261.65	\$4,523.30	\$ 4,523.30

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 \$257,782.40

Less 4.5% sales tax:

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 -11,100.11

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 \$246,682.29

Charter Income

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 15,000.00

Gross Sales

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 \$261,682.29

# HEBER CREEPER TRAIN

Run # 1 176 People

Short 63 @ 3.25 = 204.70  
25 @ 1.50 = 37.50 = \$242.20

Long 63 @ 4.75 = 299.25  
25 @ 2.35 = 58.75 = 358.00  
\$600.20

Run # 2

Short 63 @ 3.25 = 204.70  
25 @ 1.50 = 37.50 = \$242.20

\$842.40

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Short 63 @ 3.50 = 220.50  
25 @ 1.75 = 43.75 = \$264.25

Long 63 @ 4.75 = 299.25  
25 @ 2.35 = 58.75 = \$358.00  
\$622.25

Run # 2

Short 63 @ 3.50 = 220.50  
25 @ 1.75 = 43.75 = \$264.25

\$886.50

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Short 63 @ 3.00 = 189.00  
25 @ 1.50 = 37.50 = \$226.50

Long 63 @ 4.75 = 299.25  
25 @ 2.35 = 58.75 = \$358.00  
\$584.50

Run # 2

Short 63 @ 3.00 = 189.00  
25 @ 1.50 = 37.50 = \$226.50

\$811.00

# MOUNTAINEER TRAIN

Run # 1 100 People

35 @ 3.25 = 113.75  
15 @ 1.50 = 22.50 = \$136.25

35 @ 4.75 = 166.45  
15 @ 2.35 = 35.25 = \$201.70  
\$337.95

35 @ 3.25 = 113.75  
15 @ 1.50 = 22.50 = \$136.25

\$474.20

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35 @ 3.50 = 122.50  
15 @ 1.75 = 26.25 = \$148.75

35 @ 4.75 = 166.45  
15 @ 2.35 = 35.25 = \$201.70

\$350.45

35 @ 3.50 = 122.50  
15 @ 1.75 = 26.25 = \$148.75

\$499.20

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35 @ 3.00 = 105.00  
15 @ 1.50 = 22.50 = \$127.50

35 @ 4.75 = 166.45  
15 @ 2.35 = 35.25 = \$201.70

\$329.20

35 @ 3.00 = 105.00  
15 @ 1.50 = 22.50 = \$127.50

\$456.70

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Note: Round trip (Long)  
fare remains constant

\$3.00 - \$1.50 2 run = \$1267.70

\$3.25 - \$1.50 2 run = \$1316.60

\$3.50 - \$1.75 2 run = \$1385.70

As you will notice from above, we are projecting an increased number of daily runs as the season progresses. However, if experience proves that we don't need the additional runs, we won't increase. Since the above figures show between 25 and 50% capacity, it is the opinion that as soon as we can justify going to three runs per day, (justification at this point being exceeding our projection by 10%) we will do so because the wage cost from 2 to 3 is nominal, and not too bad for a 4 run day. In fact, this concept of short runs at more revenue per mile projects a surprisingly small amount of wage increase of only about \$7,500.00. This of course, is theoretical, and includes a lower number of stewardesses per passenger, but it is felt that the shorter trains will be much easier to handle.

Also, there should be a small amount of money on board the trains in the event that those persons who purchased short trip tickets wish to pay the extra fare and ride round trip.